

Executive Proclamation

State of South Dakota

Office of the Governor

Whereas, Paul Schiller and Craig Lawrence joined together 30 years ago to create Lawrence & Schiller with nothing more than a camera, card table and a dream of building a better advertising agency; and,

Whereas, Lawrence & Schiller lives by its mission of building market leaders in a passionate and relentless manner by establishing a legacy of long-lasting success for hundreds of companies and organizations such as DAKOTACARE, Great Western Bank, Hot Stuff Foods, Lewis, Midcontinent Communications, Pure Fishing, Rosenbauer America, Sioux Valley Health System, South Dakota Department of Tourism and State Development, South Dakota State University and Touchstone Energy; and,

Whereas, Lawrence & Schiller has given back to the communities it serves with its generous support to non-profit organizations such as United Way, the South Dakota Symphony and the Sioux Falls Area Community Foundation; and,

Whereas, The award-winning marketing efforts of Lawrence & Schiller have consistently been recognized for their quality by the advertising community on a local, regional and national level, and have set the standard for creative excellence in the region; and,

Whereas, Lawrence & Schiller has successfully established itself as a national presence in the telemarketing business with the creation and dramatic expansion of its sister company, L & S TeleServices; and,

Whereas, The state of South Dakota and the state's business and advertising industries have benefited immeasurably over the past 30 years as a result of the strategic marketing efforts of Lawrence & Schiller and they have provided challenging, rewarding and fulfilling career opportunities for hundreds of employees:

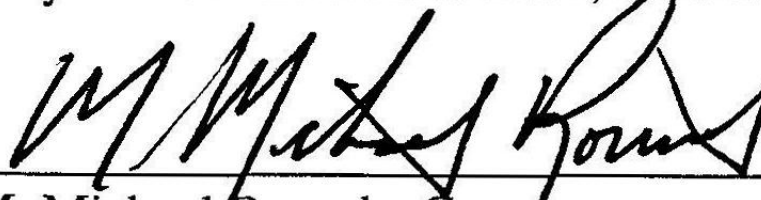
Now, Therefore, I, M. Michael Rounds, Governor of the state of South Dakota, do hereby proclaim May 17, 2006, as

LAWRENCE & SCHILLER DAY

in South Dakota.



In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Ninth Day of May in the Year of Our Lord, Two Thousand and Six.


M. Michael Rounds, Governor

Attest:


Chris Nelson, Secretary of State